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MONDAY, FEBRUARY 16, 2009

SeeMore FGP Stainless Putter Is Here



A new incarnation of the putter that has racked up two Major victories is now available with the release of the FGP stainless steel blade by SeeMore Putter Company.

The original brass SeeMore FGP blade is most known for its starring performances at the 1999 U.S. Open and the 2007

Masters, when Payne Stewart and Zach Johnson, respectively, wielded it on the path to victory.

Now comes a new stainless steel version of the FGP at a sweet price of \$185 in a nickel satin or nickel black finish. A companion FGP2 mallet is also part of the new series.

The new SeeMore FGP Stainless putters aim to serve a wider audience than the stainless steel mFGP model released a few years ago. Whereas the mFGP is entirely and expensively milled from a virgin block of metal, the new putters are initially cast prior to surface milling, allowing SeeMore to offer them for \$140 less than the mFGP.

The FGP Stainless putters are available in the original straight shaft, as well as the newer offset "whistle" shaft, both of which work with SeeMore's proprietary RifleScope alignment system. Grip style, putter length and lie angle can all be customized at no additional cost when purchasing the new FGP Stainless putters from SeeMore.

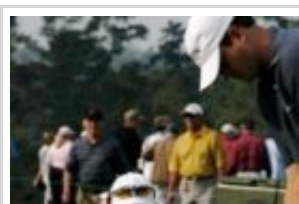
The RifleScope system consists of a red dot on the crown of the putter, which is framed by two white lines. At address, the shaft of the putter visually obscures the red dot. The visual cue of the shaft framed by the two white lines enables the golfer to achieve a proper setup for consistent alignment.

The SeeMore Silverback mallet earned a gold award as one of PutterZone.com's top 2009 Power Picks, so we expect big things from this new twist on a proven classic.

POSTED BY PUTTERZONE.COM AT 10:37 AM 0 COMMENTS [Share icon]
LABELS: NEWS, SEEMORE PUTTERS

FRIDAY, FEBRUARY 13, 2009

Learn Putting at Pat O'Brien's Blog



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BEFORE YOU BUY

FIND THE RIGHT PUTTER FOR YOU
Read PutterZone.com's Buyer's Guide



Now you can with the recent launch of Pat O'Brien's blog. As of yesterday, one of Pat's clients, Vaughn Taylor, is just one shot behind at the AT&T Pebble Beach National Pro-Am. And you may have heard of another of his clients, Masters champion Zach Johnson. O'Brien is also a consultant to the

SeeMore Putter Company.

O'Brien's blog features instructional tips, putting drills and putting theory, as well as personal news from the PGA tour. One recent post talks about the importance of maintaining a level spine at address, while another offers insights into grip mechanics.

Longtime readers of PutterZone.com are familiar with Pat O'Brien via our 2007 interview with him. His story is rather remarkable—he was a neighbor and childhood friend of Nathaniel Crosby (son of Bing), who introduced him to the late, great Payne Stewart, who also became a friend. O'Brien was there when Stewart conducted a putting performance for the ages to win the 1999 U.S. Open with a SeeMore putter and...well, you see where this is headed. Seven years later, O'Brien watched his own student, Zach Johnson, win the Masters with, yes, a SeeMore putter.

O'Brien's blog ultimately offers unprecedented access to tour-level putting instruction. Check it out at www.patobriengolf.com.

POSTED BY PUTTERZONE.COM AT 7:34 AM 0 COMMENTS 

LABELS: NEWS

WEDNESDAY, FEBRUARY 11, 2009

Goode Putters Offer The Right Stuff



A new company is taking putter fitting to the next level, not only offering custom lengths and lie angles, but also three separate hosels and three individual head styles milled from two types of steel—all of which can be mixed and matched to your personal preference.

Alabama-based Goode Putters unveiled their new flatsticks at the PGA Merchandise Show two weeks ago. The company is a multigenerational family enterprise born of more than 15 years of experience in metal machining.

"We like to golf, and we machine precision parts for a living," explains proprietor Greg Goode. "I told my father Malcolm, we ought to be doing something we really enjoy. So the next logical step was to start making putters."

But the Goode family went beyond making mere putters and right to the cutting edge of personal fitting.



Lengths are offered in increments of a quarter inch, from 29.25 to 36 inches and lie angles can be customized between 68 and 72 degrees. Better yet, you can choose from one of three interchangeable hosels for full offset, half offset or no offset (see photo). The hosels are attached to the head via a screw in

the sole of the putter. You can also choose a mid-size or standard pistol grip.

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Additionally, Goode Putters offers three head styles, which come in your choice of milled carbon steel or milled stainless steel. The carbon steel offers a softer feel compared to the stainless steel. The three head styles are designed to accommodate strokes that follow a wide arc, shallow arc or straight-back-and-straight-through path.

The Goode Putters web site features fitting guidance, such as a Dominant Eye Offset chart for hosel matching, and a chart for matching length and lie to your height and putting stance.

The cost of the putters ranges from \$199 (carbon steel) to \$249 (stainless steel). You can also purchase the heads and shaft units (hosel, shaft and grip) separately.

Greg Goode says that the heads are milled from cold-drawn steel, which offers a uniform grain structure for precision quality and feel. Ornamental markings are limited to basic sightlines and the Goode name in the cavity.

“We like the simple, classic, straight-up style,” Good says. “The look of these putters is very intentional.”

P.S. Stay tuned at PutterZone.com for our upcoming review of the new Goode Putters.

POSTED BY PUTTERZONE.COM AT 12:25 PM 0 COMMENTS 
LABELS: GOODE PUTTERS, NEWS

MONDAY, FEBRUARY 9, 2009

PutterZone.com on New Amazon Kindle



The second generation Amazon Kindle was revealed today, promising to take the device's revolutionary e-reading experience to the next level.

And what does this have to do with putters? Well, PutterZone.com is one of just four golf-oriented web sites available via Amazon Kindle subscription for just 99 cents per month, allowing Kindle users to conveniently access the latest news, reviews and insights in the world of putting—anywhere, anytime.

The new Kindle features an improved user interface, several new features and a svelte pencil-thin construction. Entire books like Tolstoy's *War and Peace* and Stan Utley's *Art of Putting* can be downloaded within one minute. PutterZone.com can be downloaded within seconds.

PutterZone.com is honored to be among the proven web sites chosen for viewing on this remarkable platform.

POSTED BY PUTTERZONE.COM AT 7:28 PM 0 COMMENTS 
LABELS: NEWS

FRIDAY, FEBRUARY 6, 2009

Putter Buzz: Rife IMO Putter Is Here



The Rife IMO putter is here, Padraig remains faithful, and the Anser still rules. Here is the latest

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RIGHT NOW



Putter Buzz on the professional tours and beyond:

1. Jesper Parnevik's 61 at the recent Bob Hope Classic came after he switched to the new Rife IMO putter (pictured here). You first heard about the Rife IMO putter

here at PutterZone.com in a recent exclusive interview with Rife president Matt Molloy. Describing the IMO (which stands for Inline Momentum), Molloy said, "We feel that a putter with 80 percent of the mass directed behind the sweet spot, which is quite large on the IMO, will give the majority of golfers a very stable hit but will also help them swing the putter more on plane as the mass is very directed towards the ball."

2. Pdraig Harrington had a tough time on the greens yesterday at the Buick Invitational, racking up a three-putt and a four-putt on the back nine. An interviewer suggested that he might want to drag his putter back to his hotel in order to punish it, but Harrington laughed, "That putter's done a good job over the years. It's not getting any punishment. It was all my fault."

Harrington's putter is an Odyssey White Hot 2-Ball blade. It's probably no coincidence that two of the PGA Tour's steadiest performers, Tiger Woods and Harrington, have been so monogamous with their putters.

3. PING founder Karsten Solheim conceived his revolutionary Anser putter in 1966. A year later Julian Boros used one to win the Phoenix Open, and the ultimate putter star was born. Golfworld reports that 40 golfers played an Anser-style putter at the recent FBR Open in Scottsdale, which reveals the enduring genius of Solheim's design. The Anser remains the most-copied design in the putter industry. This year, PING is celebrating its 50th anniversary since Solheim crafted his first putter in his garage in Redwood City, California in 1959.

POSTED BY PUTTERZONE.COM AT 7:13 AM 0 COMMENTS 
 LABELS: NEWS, ODYSSEY PUTTERS, PING PUTTERS, PUTTER BUZZ, RIFE PUTTERS

MONDAY, FEBRUARY 2, 2009

Heavy Putter Mid-Weight Review



The Heavy Putter by Bocieri Golf is about to get lighter with the upcoming introduction of the Heavy Putter Mid-Weight series.

The new Mid-Weight putters (\$169) weigh a total of 750 grams, inclusive of head, grip and shaft—an average of 150 grams lighter than previous

models, but still considerably heavier than conventional putters.

Can less be more when it comes to Heavy Putters? Following is PutterZone.com's Heavy Putter Mid-Weight K4 putter review.

The Storyline

Heavy Putter burst onto the putter scene a few years ago as an innovatively weighty solution to a common putting problem—the tendency of the wrists and other small muscles to interfere with a fluid stroke. Troy Matteson has since wielded a Heavy Putter with success on the PGA Tour, as have others on the European Tour.

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The Mid-Weight putters follow the original Heavy Putter models (both satin and matte) and last year's Heavy Putter Deep Face series, all of which averaged around 900 grams of total weight. The 750-gram Mid-Weight putters, therefore, represent a nearly 20 percent weight reduction compared to the earlier models (yet still 250+ grams heavier than conventional putters).

As with the previous Heavy Putters, the Mid-Weight putters include a counterweight in the butt end of the grip, which raises the balance point of the putter while keeping the heavy head in check.

In an earlier interview with PutterZone.com, founder Stephen Boccieri said, "The Heavy Putter's greater total weight engages the golfer's larger and more stable muscles, while the higher balance point disengages the golfer's hands, promoting a smoother, more consistent pendulum stroke. Lighter putters that have a lower balance point tend to cause the golfer to have more wrist breakdown."

The Zing-style K4 is one of five models in the Mid-Weight Series, which is composed of two mallets and three blades. The Heavy Putter Mid-Weight models are offered in a black "PVD" or silver satin finish. The standard loft is three degrees.

The View from PutterZone.com

The Heavy Putter Mid-Weight K4 is a beauty to behold—sleek and shapely, with a rich matte black finish and slimming ornamental grooves along the sloping rear flange. At address, a thin topline and a single white sightline exhibit a quiet confidence.

The Heavy Putter K4's aesthetic poise carries over to its accessories as well. The mid-size Winn grip is rendered in an elegant two-tone black and gray with white accents, and the black pleather head cover features white embroidery and a gentle magnetic closure. The entire presentation is smooth and seamless.

At 750 grams, the K4 is still pretty heavy, just not as sensationally heavy as the original models. I felt like I could grip the Mid-Weight putter with a lighter touch compared to earlier Heavy Putters, which helped in matters of both comfort and performance.

The Heavy Putter has always been money on shorter putts, and the K4 is no exception. Longer putts require some acclimation when switching from a conventional putter to a Heavy Putter, but soon enough it feels quite natural. You sacrifice a bit of feel with any Heavy Putter, but some will find this well worth the payoff in matters of stroke stability.

The sweet spot of the K4 is soft and quiet, with a slight chalky quality in the hands for added tactile nuance. In contrast, miss-hits feel stubby, so you know exactly where your stroke stands with the K4.

The K4 is almost fully toe down in balance, so it appeals to golfers with an arcing stroke. Additionally, the weightiness of the head means that the toe really wants to rotate, and resistance is futile. Golfers with a shallow arc or a straight-back-straight-through stroke will find themselves better suited for the companion face-balanced Mid-Weight models, such as the Mid-Weight CX2 putter.

I felt that Heavy Putter went through a bit of a sophomore slump with last year's Deep Face (DF) line, which was the successor to the inaugural Heavy Putter models (matte and original finish). The DF putters were solid enough from a performance standpoint, but the designs were a little eccentric and the aesthetics were questionable. To me, the DF series stopped short of the next level for Heavy Putter.

Well, the next level has arrived with Heavy Putter Mid-Weight series. These putters represent a substantial leap in brand aesthetics and an exciting evolution in the Heavy Putter technology.

Golf Smarter Podcast

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Review

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My gut tells me that many golfers who previously needed to be convinced to pick up a Heavy Putter will now be drawn to them. The Mid-Weight putters are simply more approachable in both style and substance, which bodes well for cultivating a new generation of Heavy Putter converts.

The Bottom Line

The evolution of the Heavy Putter hits its high mark with the Mid-Weight Series. By going a full shade lighter with the Mid-Weight models, Heavy Putter has broadened its appeal without compromising its core technological values. The K4 offers traditional beauty with an innovative edge, and will particularly appeal to golfers who seek a stabilizing influence on their stroke.

POSTED BY PUTTERZONE.COM AT 11:11 AM 0 COMMENTS 

LABELS: HEAVY PUTTERS, HEAVY PUTTERS REVIEW, IN REVIEW

FRIDAY, JANUARY 30, 2009

TaylorMade Spider Balero Putter Exclusive



Viewers watching the FBR Open today and this weekend may want to keep a close eye on J.B. Holmes, who is wielding a brand-new incarnation of the popular TaylorMade Rossa Spider putter.

In a PutterZone.com exclusive, we have confirmed that the new model is the TaylorMade Spider Balero putter, which appears to boast an ingenious alignment system—wings that echo the diameter of the cup, and a flange with a ball-sized cutout.

The Balero also appears to feature TaylorMade's signature AGSI+ grooved face insert (or a variation thereof), as well as a high MOI design similar to the original Rossa Spider.



You may recall that Holmes won last year's FBR Open with the original Spider putter, which became a smash hit on tour as well as at retail. TaylorMade followed up later in the year with the Itsy Bitsy Spider, a smaller incarnation of the original.

The TaylorMade Spider Balero putter, however, is taking the Spider family in a fresh new visual direction.

No additional details on this new model are available at this time.

But judging from the photos of the Spider Balero putter, TaylorMade likely has another hit on its hands, as the new alignment system clearly improves upon the original while remaining true to the overall ambiance of its predecessors.

POSTED BY PUTTERZONE.COM AT 7:31 AM 0 COMMENTS 

LABELS: NEWS, TAYLORMADE PUTTERS

SUNDAY, JANUARY 25, 2009

PGA Pro Plays \$69 Putter



In our recent 2009 Power Picks,



PutterZone.com gave top honors to the Cleveland Classic 1 blade in the category of “Best Buy” putters, calling it “a complete steal.”

Now comes word that PGA Tour professional Jerry Kelly actually purchased one of the Cleveland Classic putters at the standard retail price of \$69 and put it into play at the Sony Open last week. He ultimately tied for 23rd place.

Kelly’s model of choice was the Cleveland Classic 3 blade, a Zing-style putter and one of three models in the Classic line. The other two are the aforementioned Anser-style blade and a half mallet.

In an earlier review, PutterZone.com concluded that “the Cleveland Classic 1 putter is a screamer of a steal at \$69, boasting a smooth, buttery feel that far exceeds its price point... Cleveland Golf has set a new standard for value with the Classic 1 putter.”

No word on whether or not Kelly will continue to put the Cleveland Classic 3 putter into play, but it says a lot for a \$69 putter when a guy who won \$1.6 million on tour last year puts it into play to start the new season.

POSTED BY PUTTERZONE.COM AT 7:23 AM 0 COMMENTS 

LABELS: CLEVELAND PUTTERS, NEWS

WEDNESDAY, JANUARY 21, 2009

Hot New 2009 Putters - PGA Show Preview



The shiny new toys of the 2009 golf season will be unveiled next week at the annual PGA Merchandise Show in Orlando, Florida—including dozens of new putters that aim to raise your game.

If you can’t make it to Orlando, don’t worry, because the following exclusive putter roundup is the next best thing to being there. Here is

what PutterZone.com has learned about what the top putter companies will be featuring at the upcoming PGA Merchandise Show:

YES! Golf will introduce numerous new models in 2009, including the Madison mallet (pictured above). According to the company, “this putter is similar to a metal wood. The enlarged mallet incorporates a hollow head with extreme perimeter weighting to create the highest MOI in the YES! putter line.” The head is made of 304 stainless steel with a total head weight of 360 grams. The alignment lines on the top line of the face along with a ball-width stripe on the top of the putter form a T-square for “effortless alignment.” The Yes! Madison putter will be available on February 15 for \$150.



T.P. Mills Co. will showcase its 1310 series putters in Orlando, advancing a family putter-making tradition that dates back to 1962. Crafted by David Mills, son of the legendary designer T.P. Mills, the 1310 putters are a first for T.P. Mills:



one-piece, completely milled plumber's neck designs. According to the company, "These putters are milled from a forging of 1030 carbon steel and represent one of the finest ways to manufacture a CNC milled putter head.

David Mills did this to ensure the finest quality carbon steel putter on the market today." The hottest of the bunch promises to be the 1310 Softtail, a plumber's neck adaptation of the original T.P. Mills classic softtail design. The T.P. Mills 1310 Softtail putter is available now for \$499, with custom options for grip, length and headcover.



The **SeeMore Putter Company** is set to unveil two new incarnations of its legendary FGP model, the FGP Stainless blade and the FGP2 Stainless mallet. Payne Stewart and Zach Johnson both employed the original FGP en route to winning, respectively, the U.S. Open and the Masters. According to the company, "The

new FGP Stainless series is an enhancement to the design, construction and materials of the original FGP that features our proven and proprietary RST alignment system. It adopts the look and feel of the putter that won two major championships." The new SeeMore FGP Stainless putters will be available in February in black satin or nickel satin finish for \$185.

Cleveland Golf is releasing two new Visual Performance (VP) putter models for 2009. The new VP 509 mallet features a textured elastomer face insert that is 30 percent larger than earlier models, with the intent of providing a soft yet responsive feel. According to the company, "this low density material, which is seven times less dense than steel, also helps move the center of gravity lower and deeper in the head." As with all VP models, the 509 incorporates "Dual Axis Alignment technology," which provides visual cues for a consistent and proper setup. The Cleveland VP 509 putter begins shipping in mid February. The price is \$129.



Bocchieri Golf is rolling out a new line of **Heavy Putters** under the banner of the MID-WEIGHT Series. The Heavy Putter MID-WEIGHT CX2 features a classic blade design with a plumber's neck hosel. According to the company, "The CX2—like all MID-WEIGHT Series offerings—weighs 750 grams, lighter than the company's previous models

(900 grams) and heavier than traditional offerings (500 grams)... (It's) a perfect synergy of classic design and Heavy Putter's game improving technology." The CX2 comes in two finishes: black or silver satin. It will be available in February for \$169.

Rife Putters is back in black in 2009 with its Two Bar Hybrid Tour Blade, which was inspired by the input of several professional tour players. The putter is the successor to the popular Two Bar Hybrid models introduced last year. According to the company, "The bars have been shortened to allow for the extra weight of the hosel and the head is slightly more compact overall. The black finish, the plumber neck and the new compact shape make for an entirely new look and feel." Customizable Two Bar weighting, horizontal RollGroove face technology and an aluminum-polymer face insert complete the package. The Rife Two Bar Hybrid Tour Blade putter is available now for \$199.

STX Putters combines fine art with function in its new Envision TR putter designed by world-renowned sculptor Bob Engman, the latest in STX's Impressionist Series. According to the company, "The Envision TR Putter is the perfect line extension for the Impressionists Series. Its elegant lines are stunning but, more importantly, they serve as alignment aids. Bob does a great job of combining art with function." The Envision TR Putter comes with a choice of black or green face insert. In the words of STX, "The black insert is "extremely soft and delivers a high coefficient of friction and resilience rate plus increased dwell time. This insert continues to be a favorite on the PGA Tour. For golfers who prefer a firmer feel, the green insert provides a harder feel with less resilience." The Envision TR will be available soon for \$165.

PING Golf celebrates its 50th anniversary in 2009, marking a half century since founder Karsten Solheim crafted his first commercial putter. The new iWi putter series putters feature a 304 stainless steel insert that is encased in a half shell of elastomer. According to PING, this two-piece insert offers "steel-face performance and response with a softer feel." The iWi putters also include customizable weighting technology, inclusive of 12-gram removable steel weights inserted into the heel and toe. An optional weight kit (\$69) includes pairs of 20-gram and 28-gram tungsten weights, resulting in nine possible weight combinations. The PING iWi putters are available now for \$169.



Slotline Golf is currently rolling out three new putter series. The SL-584F Center Stroke mallet from the Slotline 500 series is made from forged and milled 6061 aircraft-grade aluminum. According to the company, "Milled cavities in the heel, toe and underside of crown are filled with 132 grams of our proprietary tungsten blend. The triangulation of the tungsten weights inserted into the light aluminum body stabilizes the head and

reduces the amount of twisting on off-center hits." As with all Slotline putters, the Center Stroke mallet also features the company's signature "slot and line" alignment aid. It is available now for \$159.

Bob Burns Golf will feature its new Roll-In mallet putter at the PGA Merchandise Show. According to the company, "The Roll-In Putter includes seven weight portals and adjustable screws of varying masses that you can use to customize your putting game...These adjustable weight screws offer a basic three-point stability system, with a dense tungsten screw in both the heel and toe, and two back weights equidistant from the center line, resulting in an enlarged sweet spot. If you tend to push or pull your putts, you can also bias the weight towards the heel or the toe to correct your problem." The Bob Burns Roll-In putter is available now for \$125, inclusive of a weight kit and custom grip options.

GEL Golf is adding four new models to its Paul Hurrion Signature Range of putters. The Pondera model is a heel-toe weighted mallet with a crank neck hosel and full shaft offset. According to the company, "In an industry first, Dr. Hurrion's putter line comes equipped with a True Temper Dynamic Gold S400 iron shaft rather than a standard putter shaft used by the rest of the industry. This innovative approach has been designed to help increase the size of the sweet spot on the putter face...GEL putters also feature horizontal grooves that are milled at a precise angle onto a soft aluminum insert. These new technologies create instant forward roll of the golf ball, reducing the effect of skidding providing truer roll off the ball immediately after it's been struck." The GEL Pondera putter will be available following the PGA

Merchandise Show for \$299.

POSTED BY PUTTERZONE.COM AT 7:33 PM 1 COMMENTS 

LABELS: NEWS

MONDAY, JANUARY 19, 2009

Scoop: Never Compromise X-Ray Putters



It's confirmed, and you heard it here first—Never Compromise is poised for a comeback in 2009 with the upcoming release of its new Never Compromise X-Ray putters.

Rumors of Never Compromise's demise were apparently exaggerated, if understandable.

In an age when the pressure is on putter brands to introduce new putters every year, Never Compromise has been stuck in neutral since the release of its Exchange Series putters two years ago.

At the same time, Never Compromise putters have remained popular on the PGA Tour, with Vijay Singh being their most visible ambassador. In fact, according to the company, Never Compromise putters were involved in \$34 million in earnings on the PGA Tour alone in 2008.

Details on the new Never Compromise X-Ray putters are limited at the moment, but here is what PutterZone.com has learned...

The putters will feature a "suspended face technology," to include a dual density insert that uses isolated ribs embedded in a softer composite for vibration dampening and consistent ball velocity across the face. This technology limits the surface area in contact with the ball to improve directional dispersion. The "ultra lightweight" face insert represents 25 percent reduction in center weighting (compared to other Never Compromise putters) for enhanced MOI.

Additionally, the X-Ray putters will incorporate gray and red "alignment ribs" designed to help golfers achieve a consistent setup and proper alignment.

The Never Compromise X-Ray putter blade models will cost \$149 and the mallets will cost \$159—quite a bit cheaper than the preceding Exchange Series and Milled Series. Look for them in early spring.

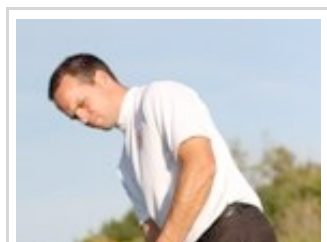
The X-Ray putters were conceived by the same folks who created the Classic Series putters for sister brand Cleveland Golf, which are a screaming deal at \$69. So there's no reason not to expect a ton of bang for your buck with the new Never Compromise X-Ray putters.

POSTED BY PUTTERZONE.COM AT 1:27 PM 0 COMMENTS 

LABELS: NEVER COMPROMISE PUTTERS, NEWS

SUNDAY, JANUARY 18, 2009

Insider Interview: Chris Burns



As the director of marketing and lead product designer for Bob Burns Golf, Chris Burns inherited a strong passion for the game from his father Bob Burns, a master PGA professional and club designer. Bob Burns Golf is most famous for its acclaimed No Bananas



Driver, but the company also offers a wide range of clubs and training accessories. Among the company's latest releases is the Roll-In putter, a mallet that features moveable weighting technology and a suite of custom fitting options at the point of purchase. The Bob Burns Roll-In putter was recently named to PutterZone.com's Power Picks for 2009 mallets.

Following is PutterZone.com's exclusive Insider Interview with Chris Burns:

What is the driving philosophy behind Bob Burns Golf?

At Bob Burns Golf, a large part of who we cater to is "Average Joe Golfer," who makes up more than 80 percent of the golfing population. Up until the last two years, the golf industry has focused on making equipment for the low handicap golfer. So in a flooded market, Bob Burns Golf has always designed products for the forgotten product segment of "super game improvement" equipment that makes the game more enjoyable for most golfers. Part of our mission is making innovative golf equipment, so we also think outside the box. As you can see by our product lineup, there isn't much ordinary about our Bob Burns Golf products. This is part of what sets us apart and it has been partially responsible for our international success. We also make a promise. All of our products include a 100-percent money back guarantee and lifetime warranty, as well as hundreds of custom fitting options

What did you set out to achieve with your Roll-In putter?

What are the features and benefits?

One of the most difficult products to buy off the rack is the putter, although most believe it among the easiest. What we see so often is a golfer buying a putter because of positive feedback from friends or recommendations at the point of purchase, and after a couple rounds or practice sessions, the player adapts to the club—which is the opposite of what we preach as professionals.

The problem is many golfers are unaware of the options available to them. Most off-the-rack putters are available in one weight, one or two length options, one shaft and one grip. Anything beyond that comes out of the consumer's pocket. In addition, a length or grip change can lead towards a change in performance and feel. With the Roll-In putter, there are many options, all of which are available for no additional charge.

I must say that through thousands of golf lessons, club fitting and focus groups, one thing that always holds true is that it is increasingly difficult to appeal to all golfers. When it comes to wedges and putters every golfer has a preference. The Roll-In putter inspired us to design a product that appeals to a variety of golfers with its ability to modify and fit. The seven adjustable weight portals allow the fitter to match the head weight to the length for swingweight purposes. Because feel is such an important aspect, the putter allows the golfer to manipulate the club to his or her particular swing style or path, common mis-hit pattern, and/or green speed. A weight kit is included, so as a golfer's game changes, so can the putter.

Golf Test USA, a golf equipment testing company, which is a non-biased third party, recently conducted a putter test of all the non-major manufacturers. The results were exactly what I had expected, but still unbelievable to most. In every category, the Roll-In putter ranked among the top five. The overall aggregate rating was number two.

What are the benefits of your proprietary oversize putting grip, and why do you offer different grip options at the point

of sale?

As I mentioned earlier, many golfers are unaware of the importance of custom fitting options. These options are important because no two people are alike. We are fitting the golfer by his or her build, swing style and preferences.

Our proprietary oversize grip works with all grip and swing styles. The grip is both oversize and overweight. The grip is nearly four times the weight of an average putter grip. When installed, this moves the balance/pivot point of the golf club up towards the center of the shaft. In the hands of the golfer, he or she will feel the club swing more like a pendulum or metronome. This club is then both balanced and face balanced. The raised pivot point and oversize shape of the grip work in harmony by eliminating the hands from the equation, the shoulders take over and create a path, which is more conducive to the natural arc.

In addition to what we call the “BFG” (Big Fat Grip), we also offer a standard wrap, standard pistol and paddle rubber grips in addition to all current Winn putter grips. Size, weight, shape, color and feel and important fitting options and are available at no additional charge.

What other putter fitting options do you offer, or do you have planned, for those who are unable to visit one of your locations but might want to buy online?

All putter fitting options are equally important. Options include: lie, loft, head weight, length, shaft type, shaft weight, and grip type.

In early 2009, we will be debuting a putter fitting system to all major retailers. This system will allow the fitter to achieve the correctly fit final product through a brief questionnaire, and a quick checkpoint fitting analysis. This will give golfers the same thorough fitting experience as if they visited our facility. More information will be made available early 2009.

An online fitting experience will also soon be available. An in-depth questionnaire will be made available and will allow us to achieve ideal specifications. Your other option is a free over-the phone-fitting process, which is quick and easy. Look for new Roll-In putter designs and training aids this spring, too.

POSTED BY PUTTERZONE.COM AT 6:57 AM 0 COMMENTS 

LABELS: BOB BURNS PUTTERS, INSIDER INTERVIEWS, NEWS

TUESDAY, JANUARY 13, 2009

Crossbow Putter Takes Aim at Alignment

There's an old saying in the world of putting: it's the archer, not the arrow.

In other words, if you are missing a lot of putts, don't rush to blame your putter without first looking in the mirror. For example, it has been demonstrated that visual misalignment—ie: aiming left or right of the intended target line—is epidemic among recreational golfers.

Enter the Crossbow XB-10 by Roenick Golf—a new putter that literally employs an arrow to compensate for the archer.

According to the company, “The Crossbow Putter XB-10 is the world's first adjustable alignment putter.” The putter features an “aligner arrow” that can be adjusted to point just left or right of square with the putter face.

The idea is that if your eyes play tricks on you, causing you to

consistently aim left or right of the hole, you can adjust the position of the putter face accordingly by tweaking the angle of the alignment line. You will still point the alignment line toward your target as always, but the putter face will be slightly open or closed to compensate for your optical bias.

PutterZone.com has not yet seen or tested the XB-10, and the notion of an alignment line that is not square with the putter face seems rather alien.

But according to Roenick Golf founder Eric Weitz, "Player feedback confirms that the open or closed face is not so dramatic that it distracts the golfer at address. By design, the golfer should focus on the aligner arrow, not the club face."

He adds, "I see my intended target line 1.25 degrees right of the hole. As a result, I play my Crossbow putter set to 1.25 degrees right—the arrow points right so that club face is slightly closed at address. Putts that used to miss to the right now fall into the cup."

The Crossbow XB-10 will no doubt generate debate about whether or not it's a good idea to give up on improving your visual accuracy in favor of a compensating alignment technology.

Regardless, Roenick Golf earns kudos for taking innovative aim at a common putting problem.

POSTED BY PUTTERZONE.COM AT 9:23 PM 0 COMMENTS 

LABELS: CROSSBOW PUTTERS, NEWS

THURSDAY, JANUARY 8, 2009

SeeMore Gets Social



SeeMore Putter Company recently launched a blog featuring product news, putting drills, special events and tour updates, as well as tips from

famed putting instructor and SeeMore consultant Pat O'Brien.

"All of our team members, from marketing to product design to sales, will participate on this blog, and engage those who want to talk to us," said co-owner Jim Grundberg. "We believe that a successful brand is based on vigorous dialogue, and that this blog will help us connect to and communicate effectively with our customers, fans and influencers."

Additionally, SeeMore has launched a complementary Facebook page for its SeeMore Players Club, which caters to its most ardent fans. SeeMore has proven to be quite progressive in its customer relations as well as its products, so it's no surprise that the company is becoming actively involved in social media.

P.S. O'Brien, instructor to Zach Johnson, Vaughn Taylor and other PGA Tour players, is featured in this month's Golf Digest in an excellent article titled "Three Putting Myths Shot Down." Click [here](#) to read PutterZone.com's earlier exclusive interview Pat O'Brien.

POSTED BY PUTTERZONE.COM AT 7:08 AM 0 COMMENTS 

LABELS: NEWS, SEEMORE PUTTERS

TUESDAY, JANUARY 6, 2009

Singh Sings Putter's Praises



After recently switching to Srixon golf



balls, Vijay Singh reiterated his commitment to the SRI Sports family of brands, which includes Never Compromise putters as well as Srixon and Cleveland Golf.

"I will be playing Cleveland Golf clubs, a Never Compromise putter and Srixon golf balls for the rest of my PGA Tour career, and I am very happy about that," said Singh, who

recently used his Never Compromise GM2 Exchange putter to drain an 11-foot birdie putt on the final hole to win the 2008 Chevron World Challenge.

It's been a relatively quiet few years for Never Compromise since the launch of its Exchange Series putters (click here to read the PutterZone.com review), but rumors of the brand's demise have apparently been greatly exaggerated, especially considering that Singh has now pronounced a lifetime commitment to its putters. If Never Compromise has something new in the works, you will hear about it here at PutterZone.com.

POSTED BY PUTTERZONE.COM AT 7:49 AM 0 COMMENTS 

LABELS: NEVER COMPROMISE PUTTERS, NEWS

MONDAY, JANUARY 5, 2009

New Year Dawns for Yes! Golf



Yes! Golf is charging into 2009 with several new putter models, and PutterZone.com has a sneak peek into the crown jewel of them all—the Yes! Dawn blade putter.

The Dawn (pictured here), which will be available in early March, is being billed as "the

ultimate putter for the putting purist." This classic Anser-style putter is 100 percent CNC milled from 303 forged stainless steel. The head weighs 345 grams. The standard lie angle is 72 degrees and the standard loft is 2.5 degrees. It comes in custom lengths of 32 to 37 inches. The suggested retail price is \$350 (which implies that the street price will fall around \$299).

The Yes! Dawn putter will, of course, feature the company's signature C-Groove face technology. The concentric C-Grooves on the face are designed to impart immediate topspin for enhanced accuracy.

By combining its C-Groove technology with a purely traditional look and superior materials, Yes! Golf is taking aim at the ultra-premium putter category. Of course, Yes! is no stranger to the \$200+ price range (the Callie Forged has a street price of \$250), but the Dawn is positioned for the next level.

Other new Yes! putters for 2009 are the Lizzy mallet with four hosel choices; the Madisson high-MOI mallet; the Jennie half-mallet and the Robin blade. Stay tuned at PutterZone.com for more news and reviews of the new Yes! putters.

POSTED BY PUTTERZONE.COM AT 7:36 AM 0 COMMENTS 

LABELS: NEWS, YES PUTTERS

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